JOURNAL OF BUSINESS RESEARCH

VOLUME 39

Contents

SPECIAL ISSUE: PARTNERING AND TRADITIONAL RELATIONSHIPS IN BUSINESS MARKETING

1 Partnering and Traditional Relationships in Business Marketing: An Introduction to the Special Issue
Richard P. Vlosky and Elizabeth J. Wilson

5 Relational Exchange: A Review of Selected Models for a Prediction Matrix of Relationship Activities
Renée J. Fontenot and Elizabeth J. Wilson

13 A Study of "Best" Versus "Average" Buyer-Seller Relationships
Dorothy A. Paun

23 Relationship Marketing Theory in Practice: A Case Study
Jeffrey E. Lewin and Wesley J. Johnston

33 Distributor-Supplier Partnering Relationships: A Case in Trust
Robert A. Kozak and David H. Cohen

39 A Case Study of Distributor-Supplier Business Relationships
Paul M. Smith, Erik S. Ross, and Timothy Smith

45 Buyer-Seller Relationships in the Wood Products Industry
James T. Simpson and Brent M. Wren

53 GPI Distributors: Field Notes on a Partnering Relationship for Sustainable Business
Diana Lawson

59 Partnering Relationship Activities: Building Theory from Case Study Research
Elizabeth J. Wilson and Richard P. Vlosky

71 Influence of Deontological and Teleological Factors on Research Ethics Evaluations
Ishmael P. Akaah

(continued)

81 Consumption Emotion and Perceived Risk: A Macro-Analytic Approach
Arjun Chaudhuri

93 An Investigation of Modulator Effects on Alignment Skill
Gordon E. Greenley and Mehmet Oktemgil

107 Ethics and Social Responsibility in Marketing:
An Examination of the Ethical Evaluation of Advertising Strategies
Saviour L. S. Nwachukwu, Scott J. Vitell, Jr., Faye W. Gilbert, and James H. Barnes

119 Upper Echelons and Board Characteristics of
Turnaround and Nonturnaround Declining Firms
George C. Mueller and Vincent L. Barker III

135 Consumer Use of Available Information
for Making Inferences about Missing Information
Junyean Moon and Surinder Tikoo

147 Measuring the Technological Leadership of
International Joint Ventures in a Transforming Economy
Clement Kong-Wing Chow and Michael Ka-Yiu Fung

Call for Papers

159 A Measurement Model of the Dimensions and Types of Output and Behavior Control:
An Empirical Test in a Salesforce Context
Goutam N. Challagalla and Tasadduq A. Shervani

173 Access, Resource and Cost Impacts on Consumer Satisfaction with Health Care:
A Comparison Across Alternative Health Care Modes and Time
Venkatapparao Mummalaneni and Pradeep Gopalakrishna

187 SEC's Insider Trading Enforcements and Target Firms' Stock Values
Obeua S. Persons

195 The Impact of Values on Salespeople's Job Responses: A Cross-National Investigation
Alan J. Dubinsky, Masaaki Kotabe, Chae Un Lim, and William Wagner

209 Relationship Management: A Call for Fewer Influence Attempts?
James T. Simpson and Donna T. Mayo

219 Agency Influences on Risk Reduction and Operating Performance:
An Empirical Investigation Among Strategic Groups
Rajaram Veliyath and Stephen P. Ferris

231 Managers' Evaluation of Research Design and Its Impact on the Use of Research:
An Experimental Approach
Hanjoon Lee, Jay D. Lindquist, and Frank Acito

241 Model of Retail Price Match Guarantees
K. Sivakumar and Robert E. Weigand

257 Consumers' Use of Alternative Information Sources in Inference Generation: A Replication Study
Dong Hwan Lee and Richard W. Olshavsky

271 Author Index

273 Subject Index

Volume Contents